

**IDAHO TRAVEL COUNCIL 2010  
PROJECT PROFILES**

**Idaho Transportation Department Proposal**

***Print: Brochure “Taking the Scenic Route: A guide to Idaho’s scenic byways”***

***Print: Regional Brochures 1) Loop Tour including Sawtooth, Salmon River and Peaks to Craters Scenic Byways 2) Western Heritage Historic Byway and Snake River Canyon Scenic Byway***

***Produce: 29 Scenic Byway Videos***

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**1. Situation and objective of public relations activity:**

The Idaho Recreation and Tourism Initiative, a cooperative council of state, federal and local governments, identified the need for a scenic byway guide to the state. Working together, the agencies committed funding for the brochure and asked the Idaho Transportation Department to produce it.

The publication is a glove box guide to Idaho’s natural attractions, useful to Idahoans and visitors alike. It offers information about the state’s natural wonders and abundant recreational opportunities, and serves as a tool for the state department of commerce and labor in promoting tourism.

ITD has produced regional brochures in the past, including *Byways of the Coeur d’Alene Region* (Lake Coeur d’Alene, St. Joe River and White Pine Scenic Byways), *Boise Area Loop* (Payette River, Wildlife Canyon, and Ponderosa Pine Scenic Byways), *Scenic Byways of the Yellowstone Region* (Mesa Falls and Teton Scenic Byways, Fort Henry Historic Byway and Lost Gold Trails Loop). Two new regional brochures will be printed: *Byways of the Central Mountain Region* (Sawtooth, Salmon River and Peaks to Craters Scenic Byways), and *Byways of the Lower Snake River* (Western Heritage Historic Byway and Snake River Canyon Scenic Byway). ITD prints the first 5,000 copies for free. Additional amounts are produced at the request and contribution of local sponsors.

Byway videos such as the ones produced for the Pend Oreille Scenic Byway will be produced for the rest of Idaho’s 30 byways. They will be placed on one or more websites. Individual DVD’s may be sent to local byway committees, chambers of commerce and tourist centers by request.

**2. Strategy and assumptions:**

A scenic byway designation draws visitors and brings economic growth to the towns and services along the route. The guide is an essential piece in luring travelers off the interstate system and onto the byways.

“Taking the Scenic Route” provides maps, descriptions and scenic photos of Idaho’s scenic, historic and backcountry byways. The guide shows travelers the varying landscapes and terrains that make up Idaho and presents routes that provide maximum exposure to scenery, recreation, wildlife viewing, camping facilities and historical sites.

Each byway is dedicated one 9x8 inch page in the guide. It contains a narrative of the drive and its sights, a beautiful full-color photograph depicting the type of scenery visible from the roadway, a detailed map of the area, a map of the state highlighting the byways and a sidebar of topics that allow visitors to plan their trip. Each sidebar provides details on location, length, roadway conditions, when to see it, special attractions, camping, services, and whom to call for more information.

The regional byway brochures contain more information and more detailed maps for two to four byways on a 16x9 inch format. These brochures are for those interested in a particular region of the state. The format is similar to the statewide brochure in the other details.

The byway videos will vary in length, usually two per byway emphasizing the scenic, geologic, historic, cultural, natural, archeological and recreational attractions along the byway. One video will emphasize places to camp, bed and breakfast establishments, motels and eateries. Artisan and craftsman establishments will also be featured.

**3. Target audience:**

The traveling public of Idaho, both in- and out-of-state.

**4. Results/quantifiable measurement of objective achievement:**

The scenic byway guide is distributed free of charge at the state's visitors centers, chambers of commerce, etc. It is an outstanding guide to Idaho's scenic drives and conveniently fits in the glove compartment. More than 90,000 of the guides and regional brochures are distributed each year.

**5. Costs for 80,000 statewide brochures and 10,000 regional brochures:**

Photography	\$2,000
Design	ITD Staff
Printing	\$41,000
Shipping	<u>\$8,000</u>
Total Cost	\$51,000

**Costs for 29 to 58 byway videos:**

Script Production	\$ 4,200
Videography	\$ 35,740
Aeronautics	\$ 14,260
Studio, editing, voiceover	\$ 17,500
Website Posting	\$ 14,000
Travel & Lodging	\$ 15,800
Total Cost	\$101,500 x 80% = \$81,200 federal grant
	\$101,500 x 20% = \$ 20,300 local match

Division of Tourism will pay ½ the match or \$10,150.

Match requested=\$10,150.

**Total Costs for the two projects: \$152,500**

**6. Past Contributors FY2009 (for the brochures):**

North Idaho Tourism Alliance	\$1,000
North Central Idaho Tourism Association	\$2,000
Southwest Idaho Tourism Association	\$2,000
Southern Idaho Tourism	\$1,000
Pioneer Country Travel	\$1,000
Yellowstone-Teton Territory	\$2,000
Bureau of Land Management	\$3,000
US Forest Service	\$2,500
Idaho State Parks and Recreation	\$ 500
US Bureau of Reclamation	\$2,000
Idaho Division of Tourism	\$2,000
Idaho RV Campgrounds Association	\$1,000
Idaho Transportation Department	\$31,000